Rating

0.00

0.00

Net Amount

\$6,868.00

ORDER

Orders	Order / Rev:	171317	_	kxly z /News
	Alt Order #:	08432153		
	Product Desc:	ALLI 4 GUN RSPNSBLTY		
	Estimate:	305		KXLY
	Flight Dates:	11/01/16 - 11/08/16	Primary AE:	MATT WURM
	Original Date / Rev:	10/31/16 / 10/31/16	Sales Office:	H-DC
	Order Type:	GENERAL	Sales Region:	NATL
Agency	Name:	Old Towne Media	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		PO Box 31150	Billing Cycle:	EOM/EOC
		Alexandria, VA 22310	Agency Commission:	15%
Advertiser	Name:	Alliance for Gun Responsibility	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL Issue	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, ISS	Agency External ID:	
			_	

End Date

11/08/16

Bill Plan

Start Date

10/31/16

MATT WURM

Market

			Totals	29	\$8,080.00	\$6,868.00
Account Executives						
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %		

\$6,868.00

Net Amount

Totals

Month

Start Of Order - End Of Order

November 2016

Spots

29

100%

Gross Amount

\$8,080.00

Order Share	Share	Total
KXLY	22%	\$8,080.00

Spots Gross Amount

100%

\$8,080.00

\$36,727.27

29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	0%	\$0.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	51%	\$18,730.91
KREM	27%	\$9,916.36
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

L	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1 KXLY	11/04/16	11/04/16	10-11a M-F	CM	10-11a	1	:30	1	\$180.00P-1	0.00 NM	1	\$180.00
				The View									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Week: 10/	31/16	11/06/16	1	1	\$180.00	0.00						
Е	2 KXLY	11/04/16	11/04/16		CM	5-530p	1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00

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Order / Rev: 171317 Advertiser: Alliance for Gun Responsibility

Alt Order #: 08432153 Product Desc: ALLI 4 GUN RSPNSBLTY KXLY

Flight Dates: 11/01/16 - 11/08/16 Estimate: 305

Ln Ch	Start	End	Inventory Code 5-530p M-F	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F News @5p								•	
<u>Sta</u> Week: 10/	rt Date /31/16	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$385.00	Rating 0.00						
E 3 KXLY				CM	630-7a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
0.	. 5 .	5 15 (GMNW	0	5 /	D ::						
Sta Week: 10/	rt <u>Date</u> /31/16	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 4 KXLY	11/04/1	16 11/04/16	630-7p M-F M-F News @630	CM	630-7p	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/06/16	Weekdays	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 5 KXLY				CM	7-730p	1	:30	1	\$155.00P-1	0.00 NM	1	\$155.00
0.	. 5 .	5 15 (ET Tonight	0	5 /	D ::						
Sta Week: 10/	rt Date 31/16	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$155.00	Rating 0.00						
E 6 KXLY	11/04/1	16 11/04/16	7-9a GMA GMA	СМ	7-9a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 7 KXLY		11/06/16	9-10a M-F	CM	\$350.00 9-10a	0.00	:30	1	\$200.00P-1	0.00 NM	1	\$200.00
L / TOOL!	11/04/1	10 11/04/10	Live With Kelly	OW	5 100	-	.00		φ200.001 1	0.00 14101		Ψ200.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 8 KXLY				CM	10-11a	1	:30	1	\$180.00P-1	0.00 NM	1	\$180.00
Cto	wt Doto	End Data	The View	Cnoto/Mook	Doto	Doting						
Week: 11/	rt <u>Date</u> '07/16	End Date 11/13/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$180.00	Rating 0.00						
E 9 KXLY	11/07/1	16 11/07/16	5-530p M-F M-F News @5p	СМ	5-530p	1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
<u>Sta</u> Week: 11/	rt Date 07/16	End Date 11/13/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$385.00	Rating 0.00						
E 10 KXLY	11/07/1	16 11/07/16	630-7p M-F M-F News @630	CM	630-7p	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
	rt Date	End Date	Weekdays 1	Spots/Week	Rate	Rating						
Week: 11/ E 11 KXLY		11/13/16 16 11/07/16	7-730p M-F	CM	\$350.00 7-730p	0.00	:30	1	\$155.00P-1	0.00 NM	1	\$155.00
			ET Tonight						·			•
<u>Sta</u> Week: 11/	rt Date 07/16	End Date 11/13/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$155.00	Rating 0.00						
E 12 KXLY			7-9a GMA GMA	СМ	7-9a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
	rt Date	End Date	Weekdays 1	Spots/Week	Rate	Rating						
Week: 11/ E 13 KXLY		11/13/16 16 11/07/16		CM	\$350.00 730-8p	0.00	:30	1	\$155.00P-1	0.00 NM	1	\$155.00
			Insider			.						
Sta Week: 11/	rt Date 07/16	End Date 11/13/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$155.00	Rating 0.00						
E 14 KXLY	11/07/1	16 11/07/16	9-10a M-F Live With Kelly	СМ	9-10a	1	:30	1	\$200.00P-1	0.00 NM	1	\$200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/ E 15 KXLY		11/13/16	1 Sa GMΔ	CM	\$200.00 7-8a	0.00	:30	1	\$155.00P-1	0.00 NM	1	\$155.00
LIU KALI	11/05/1	10 11/03/10	Sa GMA	Civi	ı -0a	1-	.30	'	φ100.00F-I	U.UU INIVI	'	φ133.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/06/16	Weekdays 1-	Spots/Week	<u>Rate</u> \$155.00	Rating						
E 16 KXLY				CM	\$155.00 5-530p	0.00	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
			M-F News @5p	0	_	D #						
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					l	

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Order / Rev: 171317 Advertiser: Alliance for Gun Responsibility

Week: 10/31/16

11/06/16

--1----

Alt Order #: 08432153 Product Desc: ALLI 4 GUN RSPNSBLTY KXLY

Flight Dates: 11/01/16 - 11/08/16 Estimate: 305

Ln Ch Amount Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots E 16 KXLY 11/03/16 11/03/16 5-530p M-F СМ 5-530p :30 \$385.00P-1 0.00 NM \$385.00 M-F News @5p Start Date **End Date** Weekdays Spots/Week Rating Rate ---1---Week: 10/31/16 11/06/16 \$385.00 0.00 1 E 17 KXLY 11/03/16 11/03/16 630-7p M-F CM 630-7p ---1---:30 1 \$350.00P-1 0.00 NM 1 \$350.00 M-F News @630p Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/31/16 11/06/16 ---1---\$350.00 0.00 E 18 KXLY 11/03/16 11/03/16 7-730p M-F CM 7-730p ---1---:30 \$155.00P-1 0.00 NM 1 \$155.00 ET Tonight Start Date Weekdays Spots/Week End Date Rate Rating Week: 10/31/16 11/06/16 ---1---\$155.00 1 0.00 E 19 KXLY 11/03/16 11/03/16 7-9a GMA CM 7-9a ---1---:30 \$350.00P-1 0.00 NM 1 \$350.00 **GMA** Start Date **End Date** Weekdays Spots/Week Rating Rate ---1---Week: 10/31/16 11/06/16 \$350.00 0.00 E 20 KXLY 11/03/16 11/03/16 730-8p M-F CM 730-8p ---1---:30 \$155.00P-1 0.00 NM 1 \$155.00 Insider Start Date **End Date** <u>Weekdays</u> Spots/Week Rating Rate Week: 10/31/16 11/06/16 ---1---\$155.00 0.00 1 E 21 KXLY 11/01/16 11/08/16 630-7a CM 630-7a -1----:30 \$350.00P-1 0.00 NM 2 \$700.00 **GMNW** Start Date End Date **Weekdays** Spots/Week Rating Rate -1----Week: 10/31/16 11/06/16 \$350.00 1 0.00 11/13/16 -1----Week: 11/07/16 \$350.00 0.00 E 22 KXLY 11/01/16 11/01/16 7-730p M-F СМ 7-730p -1----:30 \$155.00 P-1 0.00 NM 1 \$155.00 ET Tonight Weekdays Spots/Week Start Date **End Date** Rating Rate -1----Week: 10/31/16 11/06/16 \$155.00 0.00 1 \$350.00 P-1 E 23 KXLY 11/01/16 11/08/16 7-9a GMA CM 7-9a -1----:30 0.00 NM 2 \$700.00 **GMA** Spots/Week Rating Start Date End Date Weekdays Rate -1----Week: 10/31/16 11/06/16 \$350.00 0.00 1 Week: 11/07/16 11/13/16 -1----\$350.00 0.00 E 24 KXLY 11/02/16 11/02/16 10-11a M-F СМ 10-11a --1----:30 \$180.00P-1 0.00 NM \$180.00 1 The View Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/31/16 11/06/16 --1----\$180.00 0.00 E 25 KXLY 11/02/16 11/02/16 630-7a --1----\$350.00P-1 0.00 NM CM 630-7a :30 \$350.00 1 1 **GMNW** Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/31/16 11/06/16 --1----\$350.00 0.00 --1----E 26 KXLY 11/02/16 11/02/16 630-7p M-F CM 630-7p :30 \$350.00P-1 0.00 NM \$350.00 1 M-F News @630p Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/31/16 11/06/16 --1----\$350.00 0.00 E 27 KXLY 11/02/16 11/02/16 7-9a GMA \$350.00P-1 CM 7-9a --1----:30 0.00 NM \$350.00 1 **GMA** Start Date **End Date** Weekdays Spots/Week Rate Rating

\$350.00

0.00

Totals 29 \$8,080.00